

Midway Pacific Highway Corridor Community Plan Amendment: Workshop #2 February 23, 2005

Star: Like this idea the most
Green Dot: Go – we support
Red Dot: Don't like

The following organizes the 5 Council Directives and the participant's ideas that were identified through the brainstorming process conducted at workshop #2.

1. Remove the Bay-to-Bay concept from the Midway/Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan			
IDEA	Stars	Green Dots	Red Dots
The council directive was ranked	1		2

2. Develop an alternative strategy for open space and recreation, in which several parks would be developed in the Midway Community, to be linked by pedestrian/bike route			
IDEA	Stars	Green Dots	Red Dots
Outdoor market near retail can be used for multiple uses -New home for Kobey's - Farmers market - Outdoor fest/concerts - Draws foot traffic to retail	2	6	
Building/landscape codes, etc. for small or individual projects			
Bike routes pedestrian walkways		2	
Continuity of architecture and landscaping		4	1
Parks to be included in TOD developed on City owned land and Eminent Domain land	3		
Recreation Center: park as big as Pt. Loma little league, ball field, play structures, picnic areas. West of Black Angus restaurant		2	
Shared grass-crete in Sports Arena			

3. Insert architectural and landscaping guidelines similar to those identified in the Planning Advisory Committee (PAC) North Bay Conceptual Plan			
IDEA	Stars	Green Dots	Red Dots
Tree lined boulevard European style, pedestrian/bike friendly from Pacific Highway to Ocean Beach		8	

4. Identify portions of the community where mixed-use, urban, transit-oriented development should be encouraged			
IDEA	Stars	Green Dots	Red Dots
5 story mixed-use development	5	10	5
Improved mass transit		2	
Rebuild Sports Arena and develop parking lot as parking garage and mixed-use	2	4	4
Create a sense of community			
Improve parking areas and provide shuttles from the trolley stations		3	
Light rail from Midway area to Seaworld		1	
Improve traffic circulation	3	6	

5. Make other changes needed to bring the community plan up to date with relevant community and redevelopment goals for the area. These changes may include elements of the Strategic Framework Element General Plan, Transit-Oriented Development Design Guidelines, and appropriate zoning changes

IDEA	Stars	Green Dots	Red Dots
Build a hospital	4	4	2
Target only true severe blight	1	3	2
Transitional Zoning to allow mixed uses – old and new	1	6	
Community center for all (adults, children, activities, friends)			

OTHER			
IDEA	Stars	Green Dots	Red Dots
No M-1 Zone	1	2	10
Solutions to the homeless problems		6	